

SERFF Tracking Number: UHLC-126729100 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46255  
Company Tracking Number: CA25045ST  
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
Product Name: Medicare Supplement  
Project Name/Number: Print Advertising/CA25045ST

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: UHLC-126729100 State: Arkansas  
TOI: MS08G Group Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 46255  
Standard Plans 2010 Closed  
Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: CA25045ST State Status: Filed-Closed  
Filing Type: Advertisement Reviewer(s): Stephanie Fowler  
Authors: Michelle Ambach, Tammy Frederick, Bobbie Walton Disposition Date: 07/23/2010  
Date Submitted: 07/20/2010 Disposition Status: Filed-Closed  
Implementation Date Requested: On Approval Implementation Date:  
State Filing Description:

## General Information

Project Name: Print Advertising Status of Filing in Domicile: Pending  
Project Number: CA25045ST Date Approved in Domicile:  
Requested Filing Mode: File & Use Domicile Status Comments:  
Explanation for Combination/Other: Market Type: Group  
Submission Type: New Submission Group Market Size: Large  
Overall Rate Impact: Group Market Type: Association  
Filing Status Changed: 07/23/2010 Explanation for Other Group Market Type:  
State Status Changed: 07/23/2010  
Deemer Date: Created By: Tammy Frederick  
Submitted By: Tammy Frederick Corresponding Filing Tracking Number:  
CA25045ST  
Filing Description:  
RE: UnitedHealthcare Insurance Company  
AARP Medicare Supplement Advertising Material  
Print Advertising  
NAIC No: 0707-79413  
File No: CA25045S1 (PLEASE USE THIS NUMBER IN ALL CORRESPONDENCE)

Dear Commissioner:

*SERFF Tracking Number:* UHLC-126729100 *State:* Arkansas  
*Filing Company:* UnitedHealthcare Insurance Company *State Tracking Number:* 46255  
*Company Tracking Number:* CA25045ST  
*TOI:* MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
*Product Name:* Medicare Supplement  
*Project Name/Number:* Print Advertising/CA25045ST

We enclose for your information and review, proof copies of advertising for use in connection with the AARP group health insurance program. This advertising is new and does not replace any material previously submitted to the Department.

This Invitation to Inquire is a Medicare Supplement Advertisement. The Business Reply Card that will be used with this print ad is MS2520ST, which was submitted to the DOI on 7/13/2010 under our File Number CA25056ST.

Variable copy is phone/source code/address. Disclaimers are all at least 10pt.

We trust the enclosed forms are in order and look forward to your prompt acknowledgment of this filing. If you have any further questions you can contact me at 215-902-8444. If you prefer, you may also send a facsimile to me at Fax: 215-902-8813 or send an email to Susan\_J\_Cipollo@uhc.com.

Sincerely,

SJC:tmf

LIST OF ENCLOSURES  
MEDICARE SUPPLEMENT  
2010

CA25045ST - SELF MAILER

SERFF Tracking Number: UHLC-126729100 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46255  
Company Tracking Number: CA25045ST  
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
Product Name: Medicare Supplement  
Project Name/Number: Print Advertising/CA25045ST

## Company and Contact

### Filing Contact Information

Susan Cipollo, Director Susan\_J\_Cipollo@uhc.com  
680 Blair Mill Rd. 215-902-8444 [Phone]  
Horsham, PA 19044 215-902-8813 [FAX]

### Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut  
185 Asylum Street Group Code: 707 Company Type: Life and Health  
Hartford, CT 06103 Group Name: State ID Number:  
(860) 702-5000 ext. [Phone] FEIN Number: 36-2739571

-----

## Filing Fees

Fee Required? Yes  
Fee Amount: \$50.00  
Retaliatory? No  
Fee Explanation: per component, 1 component  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	07/20/2010	38150456

SERFF Tracking Number: UHLC-126729100 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46255  
Company Tracking Number: CA25045ST  
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
Product Name: Medicare Supplement  
Project Name/Number: Print Advertising/CA25045ST

## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	07/23/2010	07/23/2010

SERFF Tracking Number:	UHLC-126729100	State:	Arkansas
Filing Company:	UnitedHealthcare Insurance Company	State Tracking Number:	46255
Company Tracking Number:	CA25045ST		
TOI:	MS08G Group Medicare Supplement - Standard	Sub-TOI:	MS08G.001 Plan A 2010
	Plans 2010		
Product Name:	Medicare Supplement		
Project Name/Number:	Print Advertising/CA25045ST		

## Disposition

Disposition Date: 07/23/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UHLC-126729100 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46255  
Company Tracking Number: CA25045ST  
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
Product Name: Medicare Supplement  
Project Name/Number: Print Advertising/CA25045ST

Schedule Form	Schedule Item	Schedule Item Status	Public Access
	SELF MAILER	Filed	Yes

SERFF Tracking Number: UHLC-126729100 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46255

Company Tracking Number: CA25045ST

TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010

Product Name: Medicare Supplement

Project Name/Number: Print Advertising/CA25045ST

## Form Schedule

**Lead Form Number: CA25045ST**

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 07/23/2010 T	CA25045S	Advertising	SELF MAILER	Initial		45.000	CA25045STfile.pdf

☒ **Yes! I'd like to know more about AARP® Medicare Supplement Insurance Plans, including benefits, costs, eligibility requirements, exclusions and limitations.**

**Return this card or call toll-free: [1-800-523-5800], code [XXX]**

[Membership #]  
[Sample A. Sample]  
[123 Main Street]  
[Anytown, US XXXXX-XXXX]

FP0

1) Date of Birth       Medicare (Part B) Effective Date       
MM/DD/YYYY MM/YYYY

2) Phone ( 

--	--	--

 ) 

--	--	--

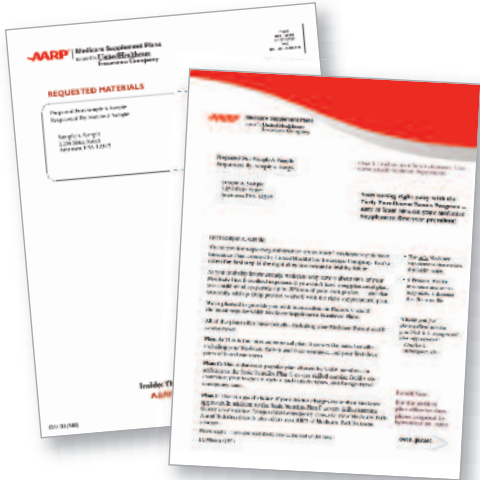
 - 

--	--	--	--

If you provide your phone number or e-mail address, an agent/producer may contact you.

3) E-mail Address

**This is a solicitation of insurance. An agent/producer may contact you.**  
 Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance  
 Company of New York, Islandia, NY for New York residents). AARP does not employ or endorse  
 agents, brokers, producers, representatives or advisors.  
**Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.**



**Request your free  
information kit today.**

**AARP**® | Medicare Supplement Plans  
insured by **UnitedHealthcare**  
**Insurance Company**

UnitedHealthcare Insurance Company  
P.O. Box 1017 • Montgomeryville, PA 18936-1017

PRSRT STD  
U.S. POSTAGE  
PAID  
UNITEDHEALTHCARE

Sample A. Sample  
123 Main Street  
Anytown, US XXXXX-XXXX

**Make sure your Medicare supplement insurance is right for you. Call and ask the questions inside.**

CA25045ST

**AARP** | Medicare Supplement Plans  
insured by **UnitedHealthcare**  
**Insurance Company**

**When it comes to supplementing Medicare, you can never ask too many questions.**



es to  
g Medicare,  
r ask too  
ns.

**Inside:** Five important questions you need to ask about supplementing your health insurance coverage.



# Are you getting what you want from your supplemental health insurance?

Here are five questions to ask your current Medicare supplement provider.

☐ Are my monthly rates as competitive as they can be?

☐ Does my insurer have a history of high rate increases?†

☐ Does my insurance provider have millions of insured members that rely on it every day for Medicare supplement insurance?

☐ Do I receive discounts‡ on eyewear, prescription drugs, and free gym memberships‡ in addition to my supplemental insurance?

☐ Is my Medicare supplement insurance the only one of its kind that carries the AARP name?

Cut out and save.

Is my insurance company ranked as A-rated by A.M. Best?\* Am I happy with the level of customer service I'm receiving from my insurer? Hopefully, you've asked the right questions and determined your current insurance is the best for you and your needs.

If you're not satisfied with your present situation, the questions above are a good start to better understanding what you could get from an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company (UnitedHealthcare). Call a licensed insurance agent now to get answers to the above questions that you'll feel confident about – and to find out more about AARP Medicare Supplement Insurance Plans.



You deserve some answers. Call today.



[1-800-523-5800], code [XXX]  
711 for TTY



Return the attached card



Visit [www.aarphealthcare.com](http://www.aarphealthcare.com)

\*In 2009, UnitedHealthcare Insurance Company was rated "A-stable" by A.M. Best, an independent organization that evaluates insurance company financial performance.

†AARP Medicare Supplement Insurance Plan rates have increased, on national average, less than 6% each year in the past four years. National aggregate figure. Based on internal company data as of January 2010. Increases vary by plan, state and year.

‡These services are not an insurance program and may be discontinued at any time.

The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare pays a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer.

AARP does not recommend health related products, services, insurance and programs. You are strongly encouraged to evaluate your needs.

Insured by UnitedHealthcare Insurance Company, Horsham, PA. Policy Form No. GRP 79171 GPS-1 (G-36000-4). In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area.

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

This is a solicitation of insurance. An agent/producer may contact you.

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, producers, representatives or advisors. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

Medicare Supplement Plans  
insured by UnitedHealthcare Insurance Company

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 45 LEHIGH VALLEY PA

POSTAGE WILL BE PAID BY ADDRESSEE

UNITEDHEALTHCARE  
INSURANCE COMPANY  
PO BOX 25601  
LEHIGH VALLEY PA 18003-9905

FPO

For your free information kit,  
fill out the other side  
of this card.

